

It's not always easy to know what exactly to include in your DemoFest proposal to make it stand out from the crowd. To help you out, here's an example of a great project description—plus a few examples of descriptions that still need a bit of tweaking.

**A Winning Description!** Overall, this project description gives a good sense of what we're looking for in a DemoFest proposal. It summarizes the key points about the project and helps highlight what is special about it.

The title clearly describes the project and will help DemoFest attendees know what to expect from the demo.

The first part of the description outlines the specific challenge this project needed to address.

The second details the specific solution to this problem that would be on display at DemoFest.

The third part shares the measurable impact of the project. In this case, there was the main impact on the people it was designed to help as well as a bonus impact on the company budget. It stands out even more because it has quantitative data that shows how this project helped solve the issue it was designed to address.

### 3. The title of your learning project

**Budget-friendly branched scenarios provide sales practice at ABC Bank**

### 4. What specific problem was your project looking to solve? (<60 words) Your description should answer the following: Why was this learning project needed? What problem did it solve for learners/users?

Advisors at ABC Bank were great at memorizing the financial products we offered, but continually struggled with asking customers the right questions and tailoring what they recommended based on that information.

### 5. In just a few sentences, how would you describe the solution you are planning on demoing? (<60 words)

Our eLearning project, accessible on computers and mobile devices, simulates six types of customer interactions that our research showed advisors struggled most with. It uses branching in CaptiLine to allow the advisor to ask the customer questions, listen to their responses, recommend the right product, and get coaching on how they did.

### 6. What qualitative/quantitative results have you seen from this solution? (<60 words)

Practice with this simulation helped increase advisor sales by 15% since its launch six months ago. Also, by using the CaptiLine eLearning software we already owned and photography done in-house, we were able to create a solution that required no additional budget from our company.

## Issue: Missing Content

In this example there is so little detail that it's hard to tell what the project is even about.

The title is generic and doesn't give much information about the project details. It's also so vague that it's unlikely to help DemoFest attendees know what the demo is about.

The description of the project technically answers the questions, but like the title, it's so light on specifics that it's hard to know what exactly would be demoed, what's special about this project, and what someone could learn from attending the demo. It's also too light on information about how the results of the project.

## Issue: Not Problem Focused

This example includes a lot of detail, but it's not targeting the right aspects of the project.

The title starts off on the wrong foot by not using a name that highlights the problem they solved or the project they created.

The description confuses the issue even more by primarily focusing on the budget challenge instead of what broader problem the team was asked to solve. While it's great that it stayed under budget, that isn't helpful if it didn't *also* solve the problem it was designed to address.

Another issue is that this description entirely skips what the issue they needed to address was and how they knew their project had impacted the audience—key points for a DemoFest application.

### 3. The title of your learning project

Using branched scenarios

### 4. What specific problem was your project looking to solve? (<60 words) Your description should answer the following: Why was this learning project needed? What problem did it solve for learners/users

Our advisors needed more sales practice.

### 5. In just a few sentences, how would you describe the solution you are planning on demoing? (<60 words).

Our project let them practice speaking with different customers.

### 6. What qualitative/quantitative results have you seen from this solution? (<60 words)

Our advisors got better at working with our customers.

### 3. The title of your learning project

Keeping branched scenarios budget-friendly

### 4. What specific problem was your project looking to solve? (<60 words) Your description should answer the following: Why was this learning project needed? What problem did it solve for learners/users?

Our project simulated customer interactions and challenged our team to create a scenario with a budget of less than \$500.

### 5. In just a few sentences, how would you describe the solution you are planning on demoing? (<60 words).

We used CaptiLine, a tool we already owned, to create an inexpensive simulation that allowed advisors to ask a customer questions, listen to their responses, recommend the right product, and get coaching.

### 6. What qualitative/quantitative results have you seen from this solution? (<60 words).

We were able to create a solution under \$500, which helped us meet our budget targets for the quarter. Based on this experience, we also expect to be able to make similar projects in the future for even less.

## Issue: It's a Pitch!

This description unfortunately reads more like a commercial for software than a demo of a project. It's almost entirely about the key features of the software and includes minimal details about the specific problem that was being solved and the impact the project had on the audience.

While it's perfectly fine to mention the software you used to create a project, a DemoFest proposal (and the demo itself) should be focused on how you solved a problem and how you knew your solution had impact— not on pitching people a tool, service, or vendor.

### 3. The title of your learning project

How you can use CaptiLine to create branched scenarios

### 4. What specific problem was your project looking to solve? (<60 words) Your description should answer the following: Why was this learning project needed? What problem did it solve for learners/users?

Advisors at ABC Bank needed more sales practice, but their L&D team struggled with how to give them the help they needed with only a tiny budget.

### 5. In just a few sentences, how would you describe the solution you are planning on demoing? (<60 words).

By using CaptiLine's extensive new features, this L&D team was able to create inexpensive, interactive branching scenarios that previously would have been cost-prohibitive to make. In these digital simulations, advisors were able to interact with virtual customers, and the CaptiLine tracking made it easy for them to get custom feedback.

### 6. What qualitative/quantitative results have you seen from this solution? (<60 words)

CaptiLine's quick and easy branching tool made creating customer conversation practice scenarios speedy and affordable. The new functionality allowed production time to be reduced by 20% and increased audience satisfaction by 15%.

## Issue: A Solution Looking for a Problem

This is a case where the demo proposed is not solving an actual problem.

This project wasn't created to solve a specific challenge or need—instead, it's either a generic approach or a proof of concept. While both of those items are valuable to L&D as a whole, they don't fit with the theme of DemoFest.

If a project hasn't been launched yet or is a more generic design that can be customized to many situations, then it's likely not the right fit for this event.

### 3. The title of your learning project

How branched scenarios can help you

### 4. What specific problem was your project looking to solve? (<60 words) Your description should answer the following: Why was this learning project needed? What problem did it solve for learners/users?

Have you ever wanted to give people the opportunity to practice real sales conversations without the risks of making mistakes with real customers? Then branched scenarios may be the right solution.

### 5. In just a few sentences, how would you describe the solution you are planning on demoing? (<60 words).

In this demo, you'll experience six test scenarios built in CaptiLine that show how this approach can help solve the sales training challenges you're facing. Demoed on both computers and mobile devices, you'll be able to try out these scenarios yourself to see how they function and consider how you can use this approach in your own work.

### 6. What qualitative/quantitative results have you seen from this solution? (<60 words)

Branched scenarios that simulate customer conversations give your audience a low-risk opportunity to practice as well as a chance to get customized feedback on their results. This can lead to higher sales figures, better customer loyalty, and additional referrals.